

BUSINESS DEVELOPMENT PROGRAM OVERVIEW

The Division of Business Development is responsible for administering more than 25 separate economic development programs which can be categorized into five distinct areas: Entrepreneurial Development, Capital Finance, Technology Development, Employee Training, and "Targeted Businesses."

ENTREPRENEURIAL DEVELOPMENT

In recognition of the importance of a sound business plan, Commerce offers two programs, the Early Planning Grant (EPG) program and the Entrepreneurial Training Grant program. Both programs provide grants to entrepreneurs and small businesses to help off-set a portion of the cost of hiring an independent third party to develop a comprehensive business plan.

CAPITAL FINANCING

Commerce's capital finance programs offer below market rate financing (typically 4%) to businesses that are willing to make a firm commitment to invest in Wisconsin. Notwithstanding the attractiveness of the interest rate, it should be noted that Commerce is not a primary lender. In fact, given its limited financial resources, Commerce works closely with eligible businesses and their private sector lenders to minimize the amount of public funds necessary to make a project go forward.

Commerce has three types of programs that can assist businesses with their capital financing needs, which include:

- Direct Lending
- Tax Credits
- Industrial Revenue Bonds

For more details, contact your Area Development Manager on page 2.

***Please note:** Having a comprehensive business plan is a critical first-step in accessing Commerce's capital finance programs.*

TECHNOLOGY DEVELOPMENT

Commerce recognizes the need for Wisconsin businesses to stay on the fore-front of technological innovation. To assist in this process, Commerce offers two Technology Development programs. The Technology Development Fund is designed as a cost sharing program with flexible repayment terms that are keyed to the success of the particular research project.

A second program, the Technology Development Loan program is designed to accommodate many of the unique characteristics found in technology development companies as product are being commercialized.

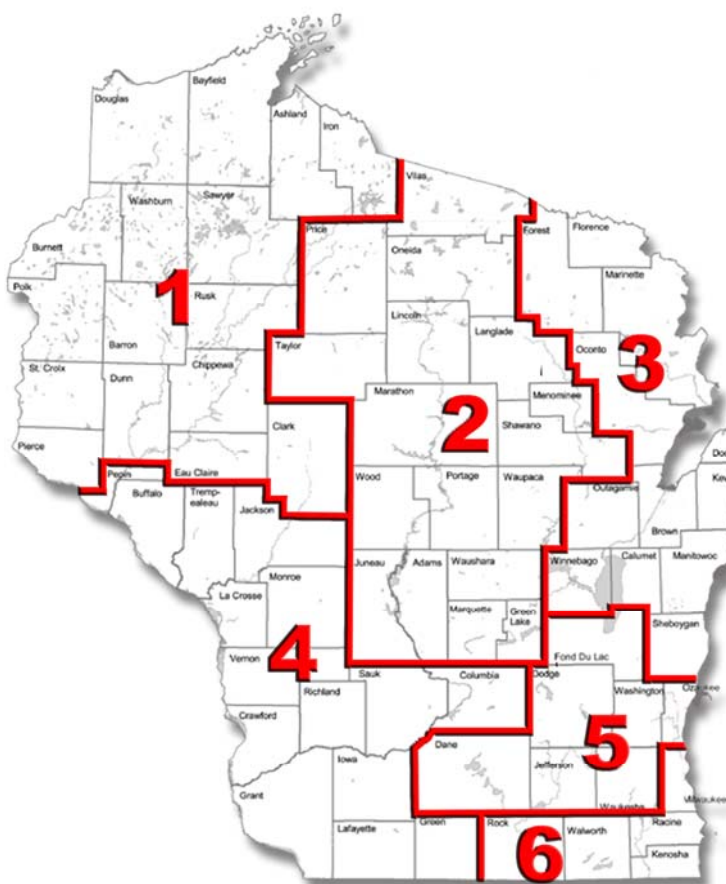
For more details about either program, contact your Area Development Manager on page 2.

EMPLOYEE TRAINING

In keeping with Commerce's long held belief that Wisconsin's best assets are its people, the agency offers training programs that are designed to enhance the skills and abilities of its workforce. Offered in the form of a matching grant, the Customized Labor Training program has historically been driven by a company's commitment to re-invest in new technologies that necessitate the need for training. However, in addition to the CLT program, Commerce now offers the Business Employees Skills Training program which is specifically designed to meet the wide variety of training needs of Wisconsin's small businesses. For additional information on these Area Development Manager below.

"Targeted Businesses"

Please note that while the descriptions are fairly generic, Commerce does give special consideration to "targeted businesses" such as: minority owned businesses, women owned businesses, the dairy industry, etc.



Area Development Managers

Region 1: Marty Ambros	715/836-2630
Region 2: Deb Clements	715/344-1381
Region 3: Dennis Russell	920/498-6302
Region 4: William Winter	608/647-4613
Region 5: Kathy Heady	608/266-9944
Region 6: David Martens	608/261-7711
Bureau Director: John Stricker	608/261-7710